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JUN 12 2006

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No. : 09/874,853  
Inventor(s) : Larry James Hughes  
Filed : June 5, 2001  
Art Unit : 3622  
Examiner : John W. Van Bramer  
Docket No. : 8552  
Confirmation No. : 5078  
Customer No. : 27752  
Title : On-Channel Marketing and Product Testing System

## PETITION FOR EXTENSION OF TIME PURSUANT TO 37 C.F.R. § 1.136(a)

Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

An extension of time is hereby requested under the provisions of 37 CFR 1.136(a) for filing a reply in the above-identified application.

Authorization is hereby given to charge the following fee and any additional fees which may be required, or credit any overpayment, to Deposit Account Number 16-2480 in the name of The Procter & Gamble Company:

- One month extension under 37 CFR 1.17(a)(1).  
 Two month extension under 37 CFR 1.17(a)(2).  
 Three month extension under 37 CFR 1.17(a)(3).

Respectfully submitted,

THE PROCTER & GAMBLE COMPANY

By   
Signature  
Jay A. Krebs  
Typed or Printed Name  
Registration No. 41,914  
(513) 634-9959

June 12, 2006  
Customer No. 27752